

## ***Goals, Policies & Implementation Strategies***

---

The Southgate Task Force reviewed the issues and concerns which were identified at both the initial neighborhood meeting in October 1995 and again at the second neighborhood meeting held in June 1996. Much of the emphasis of the neighborhood plan focuses on retaining the single family character in the midst of ongoing changes in and around the area.

These goals, policies and implementation strategies attempt to address the many neighborhood issues which have been voiced as part of the process of creating this neighborhood plan.

## **LAND USE**

**Goal 1:**        *Protect and enhance the single family character of the Southgate neighborhood by minimizing any detrimental effects of proposed development and road projects.*

### *Neighborhood Preservation*

- Policy 1.1      Development and construction activity shall not adversely impact the neighborhood. All impacts shall be mitigated.
- Policy 1.2      The Southgate neighborhood strongly opposes the proposed Interstate 880/Route 92 Flyover and supports the "no build" alternative as the only acceptable project.
- Policy 1.3      The Southgate Task Force strongly supports additional solutions to traffic congestion in the area which include consideration of the 1986 General Policies Plan (page III-13b) that outline proposals for various transportation improvements.

### *Commercial Shopping Areas*

**Goal 2:**        *Maintain the commercial shopping areas along Hesperian. Attract and retain neighborhood-serving businesses and support Southland Mall as the primary regional shopping center.*

- Policy 2.1      Allow new development and changes of use where it is compatible with existing development and allow commercial businesses to locate in established shopping areas.
- Policy 2.2      As changes occur within the commercial shopping areas, ensure that proposed new uses do not create conflicts with adjacent residential areas.
- Policy 2.3      Encourage attraction of both regional-based and neighborhood-based businesses as part of the city's economic development activities. One example of such a business is a home improvement/hardware store.
- Policy 2.4      Maintain the existing Winton Avenue off-ramp as the primary freeway access to Southland Mall. Ensure that traffic movement from State Route 92 can also exit at all Winton Avenue exits.

- Policy 2.5      Discourage additional liquor stores, gas stations, fast-food uses, and businesses which provide concurrent sales of fuel and alcohol.
- Policy 2.6      The surface parking lot area at La Playa and Calaroga Avenue should be reserved for possible future parking demand generated by Southland Mall. Also, to enhance public safety, trim the landscaping shrubbery to an appropriate height.

*Medical Facilities in the Neighborhood*

**Goal 3:**            *Retain both Kaiser Permanente and St. Rose medical facilities because of the vital community services they provide.*

- Policy 3.1      Maintain the existing medical offices on Calaroga Avenue (at Poinciana and at Tennyson Road) as compatible uses with surrounding development. Discourage any changes of use to either retail uses or businesses with drive-thru facilities or fast food restaurants; these uses are considered inappropriate in these locations.

**NEIGHBORHOOD CHARACTER AND APPEARANCE**

**Goal 4:**            *Maintain and improve the Southgate neighborhood as an attractive residential area.*

- Policy 4.1      Insist on greater enforcement by the city of its Weed, Rubbish and Litter Abatement Ordinance as it relates to all property, including publicly-owned, commercial, owner-occupied residential and rental properties. Promote awareness of these ordinances through homeowners' associations.
- Policy 4.2      Request that the city develop rental agreements, to be made available to landlords, which define the responsibilities for the maintenance and upkeep of the property. Mail these forms to landlords of properties that are cited for violations under the Neighborhood Preservation Ordinance or the city's Rental Housing Inspection Program.
- Policy 4.3      Improve the effectiveness of the City's street sweeping services through quarterly notification in utility bills. Notification would clarify day of the week and time of day of sweeping.
- Policy 4.4      Abate the graffiti on the Eldridge Avenue pedestrian over-crossing.

- Policy 4.5      Encourage the City, Hayward Area Recreation and Park District, the Hayward Unified School District, CalTrans and owners of commercial property and community-based facilities (such as churches) to keep their properties free of litter, debris and graffiti.
- Policy 4.6      Neighborhood trees are a long-term investment. Promote the Street Tree Planting Program with more frequent trimming to enhance pedestrian safety and improve the trees' health and appearance. Additionally, remove and replace trees as needed.
- Policy 4.7:      Any new major residential subdivisions should occur within the Residential, Low Density designation with single-family detached units being the most appropriate housing type. New residential development should be governed by a Home Owners Association and/or assessment district to maintain landscaping and other public areas.

#### **CIRCULATION AND TRAFFIC SAFETY**

**Goal 5:**      *Maintain Hesperian Boulevard, West Tennyson Road and West Winton Avenue as the primary thoroughfares in the neighborhood.*

Policy 5.1      Ensure that a traffic signal at Aldengate and Hesperian is not installed. (*Action on this policy was deferred until further consideration as part of the Circulation Element Update*).

**Goal 6:**      *Create a safe environment within the neighborhood for pedestrians, wheelchair users and bicyclists.*

- Policy 6.1      In order to make Southgate a safer neighborhood implement the following:
- a)      A 3-way stop sign at Chiplay and Sleepy Hollow with repainted pedestrian crosswalks; and
  - b)      the Southgate Task Force recognizes the unique features along Chiplay which includes the school, community center and park which have high volumes of pedestrian traffic. As a way to eliminate speeding along Chiplay, the Task Force insists that the Hayward Police Department enforce the existing speed limit by issuing tickets to those motorists

traveling over 30 mph, by installing speed limit signs and replacing the existing playground warning signs; and

- c) the Task Force strongly recommends that the City's Engineering and Transportation Division perform a traffic safety study to specifically address speeding along Chiplay Avenue as well as other safety concerns throughout the entire Southgate neighborhood; and
- d) a 3-way stop sign at Southgate and Peterman with new pedestrian crosswalks; and
- e) maintain the shrub height in the median in Calaroga at Fry, Poinciana and at Radcliff to provide adequate sight distance; and
- f) ways to improve safety on the curve on Peterman Avenue north of Linfield Lane such as installing raised pavement markers, raised reflectors or additional signage; and
- g) encourage County employees to use Turner Court, rather than Kay Avenue, as the primary ingress into and egress from the County facilities and request that the north parking lot gate be closed; and
- h) repaint the red curb on the east side of Kay Avenue, just south of the northern-most driveway of the County property. Also consider the use of raised reflectors and/or striping along this curve.
- i) consider a stop sign, to replace the existing yield sign, at Resota and Kay.

#### *Bicycle Safety and Facilities*

Policy 6.2 Because of safety concerns, do not encourage bicycle use along Hesperian Boulevard, either in the roadway or on the sidewalks. Encourage the use of the existing bicycle route on Calaroga Avenue as a safer travel route for cyclists.

Policy 6.3 Because of safety concerns, do not install unprotected, mid-street curb cuts where the Eden Greenway crosses Peterman Avenue, Calaroga Avenue and Sleepy Hollow Avenue.

#### **PUBLIC SAFETY**

---

***Goal 7      Improve the level of police and fire services in the neighborhood.***

- Policy 7.1      Assure that emergency medical and fire services meet a 5-Minute Response Time standard for the entire Southgate neighborhood.
- Policy 7.2      Maintain an active Neighborhood Alert program.
- Policy 7.3      Restrict the use of the Eldridge Pedestrian Over Crossing by:
- a)      Request that the Hayward Unified School District not include areas on the east side of I-880 in the Martin Luther King Jr. School attendance area as part of its Reconfiguration Plan. If the HUSD Reconfiguration Plan does not include both sides of I-880 in the same school attendance area, then eliminate this pedestrian over-crossing; or
  - b)      if the pedestrian over-crossing is needed by school children, require that HUSD maintain it by gating and locking both ends and policing the facility after school hours.
- Policy 7.4      Ensure that all sound walls are seismically safe.
- Policy 7.5      Urge Southgate residents to work with the Hayward Fire Department to receive emergency response training.
- Policy 7.6      Request that the Police Department enforce the Truancy Program.
- Policy 7.7      Encourage city staff, especially those who respond to complaints, to use the S.M.A.S.H (Specialized Multi-Agency for Safe Housing) program, when appropriate, in dealing with neighborhood problems.
- Policy 7.8      Improve street lighting by installing additional lights, prompt replacement of faulty lamps and more frequent tree trimming where illumination is affected. Encourage the use of the street lighting request process which is available through the public works department.
- Policy 7.9      Additional street lighting should be installed on Sleepy Hollow along the Eden Greenway.
-

- Policy 7.10     Encourage the city council to implement its plan to provide paramedics on all fire trucks.
- Policy 7.11     To improve public safety, maintain all areas within the right-of-way and landscaping along the Calaroga overpass. Also, extend the existing chain-link fencing to the wooden community fences.
- Policy 7.12     Continue to support the Sidewalk Repair Program by adequately funding it.
- Policy 7.13     Enforce the curfew in all parks.
- Policy 7.14     Convert existing overhead distribution power lines to underground installations in order to reduce hazards during an earthquake.

## **PUBLIC FACILITIES**

**Goal 8**            *Maintain and improve existing public facilities, such as schools, parks and community facilities.*

- Policy 8.1     Support the efforts by the City and the Hayward Area Recreation and Park District to pursue the planned construction and ensure the continuing maintenance of Gansberger Park, Southgate Park and the Eden Greenway.
- Policy 8.2     Replace playground equipment for children at Southgate Park.
- Policy 8.3     Possible new development on the vacant lots adjacent to Gansberger park and fronting on Calaroga is of concern to the neighborhood. If and when these properties are developed:
1.     New construction should be compatible with the park consistent with the RS (Single Family Residential) zoning now in place; and
  2.     that any new construction not obscure the park entrance, and equally important, that efforts be taken to integrate the park entrance into any site design efforts for these properties.
  3.     Request HARD to install adequate lighting at the park entrance to enhance public safety.
-

- Policy 8.4      Encourage the Hayward Unified School District, HARD and the City to jointly develop a strategy for providing structured after-school programs for youths that would use existing facilities such as the Southgate Community Center.
- Policy 8.5      Insist that HUSD allocate and spend Maintenance Assessment District money on the upkeep and appearance of Southgate and Martin Luther King Jr. schools and school grounds.
- Policy 8.6      The Southgate Swim Club is a valuable asset to the community and should be preserved.